

Cumulus-San Francisco
KFOG(FM), KSAN(FM), KNBR(AM), KTCT(AM),
KGO(AM), KSFO(AM), KFFG(FM)
EEO PUBLIC FILE REPORT
August 1, 2016 – July 31, 2017

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Social Content Coordinator	1-3, 5, 8-10, 13, 37, 39-41	5
Staff Accountant	1-3, 8, 10, 13, 37-38, 40-41	38
Creative Services Director	1, 3, 5, 8, 10, 37, 40-41	1
Graphic Designer	1-3, 8-10, 13, 37, 40-41	8
KFOG Morning Show Producer	1, 8, 10, 37, 40-41	1
Sales Coordinator	1-3, 5, 8-10, 37, 40-41	5
Receptionist	1-3, 5, 8, 10, 13, 37, 40-41	8
KNBR Account Executive	1, 8-10, 33, 37, 40-41	33
KGO/KSFO Account Executive	1, 8-10, 33, 37, 40-41	33
Director of Digital Content	1-3, 5, 8, 10, 19, 37, 40-41	19
RNT Account Executive	1, 5, 8-10, 37, 40-41	5
Digital Coordinator	1-3, 8-10, 13, 22-23, 37, 39-41	8
Traffic/Continuity Manager	1-3, 5, 8, 10, 37, 40-41	8
Remote Engineer	1-2, 5, 8, 10, 32-33, 37, 40-41	32
KNBR Account Executive	1, 8-10, 25, 33, 37, 40-41	33
Accounts Receivable Coordinator	1-3, 8, 10, 13, 23, 25, 37-38, 40-41	38
KGO/KSFO Account Executive	1, 8-10, 25, 33, 37, 40-41	33
Video Producer	1-5, 8-10, 13, 22-23, 25, 37, 39-41	5
KFOG/KSFO Account Executive	1, 5, 8-10, 25, 33, 37, 40-41	33
KFOG/KSFO Account Executive	1, 5, 8-10, 25, 33, 37, 40-41	33
KNBR Writer	1-4, 8, 10, 13, 25, 37, 39-41	4
KFOG/KSAN Account Executive	1, 8-10, 25, 33, 37, 40-41	33
Web Designer	1-4, 8-10, 13, 22-23, 25, 37, 39-41	9

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Internal Posting	N	1
2	Station Websites , www.kfog.com ; www.1077thebone.com ; www.knbr.com ; www.kgoam810.com ; www.ksfo.com	N	5
3	CMP Business Managers, CMPBusinessManagers@cumulus.com	N	4
4	Non-Employee Referral	N	2
5	Employee Referral	N	6
6	Re-Hire	N	1
7	Craigslist , sfbayarea.craigslist.org	N	0
8	Indeed.com	N	40
9	LinkedIn	N	15
10	Simply Hired	N	0
11	UC Berkeley Career Center, University of California , Berkeley, Berkeley, CA 94720, 510.642.6000, https://berkeley-csm.symplicity.com/employers/	N	2
12	California State University – East Bay , O. Ray Angle, Director Career Development Center, CSU East Bay, 510.885.2139, ray.angle@csueastbay.edu , post online at https://eastbay-csm.symplicity.com/employers/index.php	N	0
13	University of San Francisco Career Center , 2130 Fulton Street, San Francisco, CA 94117-1080 (415) 422-5555, https://usfca-csm.symplicity.com/employers/	N	2
14	San Jose State University Career Center , One Washington Square, San Jose, CA 95192, 408.924.1000 https://sjsu-csm.symplicity.com/employers/index.php?signin_tab=0&cck=1&au=&ck=	N	0
15	Stanford University , 450 Serra Mall, Stanford, CA 94305 650.723.2300 https://stanford-csm.symplicity.com/employers/	N	1
16	St. Mary’s College of California , 1928 Saint Mary’s Road, Moraga, CA 94556 925.631.4000 http://www.stmarys-ca.edu/community-and-visitors/for-employers/index.html	N	0
17	AMFMJobs , www.amfmjobs.com	N	0
18	ActiveHire , www.activehire.com	N	0
19	Internal Transfer/Promotion	N	3

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
20	City College of San Francisco ; post on website at http://www.ccsf.edu/Services/ ; also email to eseyamore @ccsf.edu and iquadra@ccsf.edu	N	1
21	Northern California Broadcasters Association ; arobillard@ncradio.com	N	0
22	Academy of Art College , 79 New Montgomery St., San Francisco, CA 94105 800-544-2787 https://academyart-csm.symplicity.com/employers/?signin_tab=0	N	0
23	Santa Rosa Junior College , 1501 Mendocino Ave., Santa Rosa, CA 95401 707-527-4011 https://studentemployment.santarosa.edu/employers	N	4
24	SFRecruiter.com – send by email to jobs@sfrecruiter.com	N	0
25	On-Air Announcements (one or more SEU stations)	N	12
26	NOVA , Joyce Nolan, 505 W. Olive Avenue, Sunnyvale, CA 94086 408.774.5417; fax 408.730.7643; jobs@novaworks.org	N	0
27	Gary James, Ohio Center for Broadcasting , 5330 East Main Street, Suite 200, Columbus, OH 43213 Phone: 614.245.0555 gary@beonair.com	N	0
28	National Lesbian & Gay Journalists Association , 2120 L Street, Suite 850, Washington, DC 20037, Phone: 202.588.9888, Fax: 202.588.1818; info@nlgia.org	N	0
29	Arriba Juntos , Edwin Narvaez, Case Manager/Employment Specialist, 1850 Mission St., San Francisco, CA 94103 415-401-4895 (Direct); 415-487-3240 (Main); Fax: 415-863-9314	N	0
30	Diablo Valley College Career Placement Center , 321 Golf Club Road, Pleasant Hill, CA 94523 Phone: 925.685.1230 Fax: 925.691.7538 Email: careerservices@dvc.edu	N	0
31	Experience Unlimited , Attn: Sylvia Gonzales, 745 Franklin Street, Lower Level, San Francisco, CA 94102, Tel: 415.771.1776; Fax: 415.749.7478	N	0
32	Walk-In/Self-Referral	N	3
33	Job Fairs/Open House (see Section III)	N	12
34	Inside Radio , http://www.insideradio.com/	N	0
35	Golden Gate University , 536 Mission St., San Francisco, CA 94105 (415) 442-7000 http://www.ggu.edu/	N	2

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
36	All Access , Job Board, http://www.allaccess.com/forum/viewforum.php?f=9	N	3
37	Glass Door , www.glassdoor.com	N	2
38	Unknown (<i>source not adequately identified</i>)	N	5
39	Twitter	N	1
40	Cumulus Web Site www.cumulus.hrmdirect.com	N	0
41	Link Up www.linkup.com	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			127

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	College Internship Program	During this reporting period, the SEU hosted 65 interns from the following colleges and universities: San Francisco State University, University of Reno Nevada, University of Oregon, UC Berkeley, Arizona State, University Academy of Art College, Emerson College, University of California Santa Cruz, Indiana University, Santa Rose Junior College, University of Notre Dame, Loyola University, Tulane University, Contra Costa College, University of Wisconsin Madison, DeAnza College, Laney College, California State University of Chico, Diablo Valley College, Los Medanos College, San Jose State University, University of Southern California, Ohlone College, Syracuse University, University of Illinois, University of Colorado, University of Miami and UC Davis. This ongoing internship program is designed to assist members of the community acquire the skills needed for broadcast employment. It provides on-the-job training opportunities to college students so that they can learn about career opportunities in the radio industry. Interns work closely with their mentors from the following departments: business operations; promotions; digital; and programming.
2	Host Job Fair	On January 31, 2017, the SEU hosted a job fair at the SEU's studio facility in San Francisco, CA. The SEU participants included the Sales Managers, Programming, Promotions, Digital and Business Departments. The purpose of the job fair was to fill vacant full-time positions within each of those departments.
3	Participate in Job Fair – Career Expo	On February 1, 2017 the SEU participated in the Watermark Women's Conference in which it was an exhibitor. The SEU participants included an on-air personality, the General Sales Manager, the VP of Finance and Human Resources Manager. Attendees were informed of job opportunities within the SEU.

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	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Participate in Job Fair	On May 25, 2017, the SEU participated in a job fair at the San Francisco Diversity of Employment Day. The SEU participants included the Promotions Director and Human Resources Manager who spoke with attendees about the SEU's internship program as well as job opportunities within the SEU.
5	Participate in Events or Programs Sponsored by Educational Institutions Relating to Career Opportunities in Broadcasting	On May 31, 2017, an SEU representative spoke at the Career Day at Ochoa Middle School in Hayward, CA. Students were provided with an opportunity to learn about careers in radio broadcasting.